

AR92

# YEARS OF *Inspiring Voyages of Lifelong Discovery*



Edmonton Space & Science Foundation



1984 • 2009  
Celebrate the Past

TELUS  
WORLD  
of SCIENCE  
edmonton



# Vision

Inspiring Voyages  
of Lifelong Discovery

# Mission

Edmonton Space & Science Foundation is a non-profit organization which operates TELUS World of Science – Edmonton, a broad-based and interactive science centre.

Our facility offers five permanent exhibit galleries, one feature gallery, an IMAX theatre, the Margaret Zeidler Star Theatre, a science demonstration stage, Observatory, numerous school and community programs, a Gift Shop and a Café.

Our mission is to create a positive science and technology culture in our region that inspires and motivates people to learn about, and contribute to science and technology advances that strengthen themselves, their families, and their community.

## Quick facts

**236**

Communities served

**474,085**

Annual attendance

**178,552**

Students participating in  
school programs

**14,254**

TELUS World of Science – Edmonton  
Annual Members

**4,746**

Annual Membership households

**45**

Number of full-time employees

**32**

Full-time equivalencies  
(part-time employees)

**247**

Volunteers (including Board  
and Foundation members)

**15,308**

Volunteer hours contributed



# Highlights at a glance

2009 was our Silver Anniversary, the International Year of Astronomy and the 400th anniversary of the invention of the telescope. It was also a tough year economically throughout Canada, including Alberta and the Edmonton region—but thanks to a rich variety of programming we still attracted 474,085 visitors overall and served 178,552 students. And our Membership actually grew by 10 per cent. We will continue to focus on relevant and engaging exhibits and programming to fulfill our mission, as we build on our 25-year history and plan our next major transformation to continue to position ourselves as a pre-eminent science centre globally.

- It was our 25th Anniversary year and we celebrated in style on July 1st, offering 1984 prices for admission to a record crowd who lined up early and stayed late, as well as huge cakes and a range of fun and engaging activities for all ages, including launching 25 rockets simultaneously in front our facility. We also had an eight-page insert in the *Edmonton Journal* celebrating all we have become.
- It was the International Year of Astronomy and the 400th anniversary of the invention of the telescope. Our full-dome shows in the Margaret Ziedler Star Theatre therefore included *Two Small Pieces of Glass*, about the telescope, and we were honoured to receive a commemorative coin from the Royal Canadian Mint to recognize our years of educating the public about space sciences.
- Our Membership numbers have grown year-over-year by more than 10 per cent to 14,254 (from 12,923 at the end of 2008), representing more than 4,746 households in the Edmonton area, growing by more than 600 families. Offering a wide array of continually changing programming and world-class exhibits and speakers continues to make the difference.
- Our school programming remained strong with 178,552 K-12 students served and our *Science in Motion* program brought science to children and adults to dozens of communities throughout Alberta in an engaging and educational way. And almost 1,000 children experienced science in an inspiring way during our Summer Camps.
- *The Art of the Brick*, the first art exhibit in the world made exclusively of LEGO, opened in December 2008 but remained popular well into 2009, with attendance records set when artist Nathan Sawaya visited in February.
- The two geniuses, *Da Vinci* (an exhibition from Italy) and *Van Gogh* (the IMAX movie), were a dynamic combo from May until early September celebrating the brilliance of each, *Da Vinci* on everything from art to engineering to philosophy, *Van Gogh* for transforming art with his prodigious body of work. We also mounted the ever-popular *Science of Sport* exhibition, followed by *Beyond the Trees* late in the year and into 2010, about the role Canadian forests play in our lives, an exhibit borrowed from the National Museum of Science & Industry in Ottawa.
- Our *Brightest Minds* program was pleased to host legendary aviator and spaceship designer Burt Rutan, who talked about innovation and the *SpaceShipOne* research program, and how it has enabled a new industry—space tourism. Considered one of the world's most influential people, Rutan is responsible for more innovations in modern aviation than any living engineer.
- We started the year with a terrific new IMAX film, *Wild Ocean*. We ran the critically acclaimed *Van Gogh* film all summer, as well as *Fly Me To The Moon* and *Dinosaurs Alive*, followed by the fall opening of *India: Kingdom of the Tiger* and a new holiday classic, *The Light Before Christmas*.
- We continued to engage the community about space sciences, with a full array of full-dome shows in the Margaret Ziedler Star Theatre as well as celestial events.
- We are still the fifth-largest science centre in Canada and the third-most visited, the second-most visited cultural facility in Alberta, and the seventh-most visited attraction in the entire province. We are poised for even greater achievements as we build on 25 years of growth and success, while continuing to plan for our greatly expanded future.

# EXECUTIVE REPORT

## *Inspiring Journeys of Lifelong Discovery for 25 years*

There was much to celebrate in 2009. It was the Year of Astronomy, the 400th anniversary of the invention of the telescope—and our Silver Anniversary.

It all started in the late 1970s with a dream a few community leaders in Edmonton shared around a kitchen table to create the Edmonton Space Sciences Foundation. That dream became reality and opened as the Edmonton Space Sciences Centre in 1984, also housing western Canada's first IMAX theatre. Twenty-five years and a few names changes later, TELUS World of Science – Edmonton proudly celebrated a quarter century of engaging, exciting and inspiring more than 11 million visitors about space, science, technology and innovation—over two million of them school children.

It's an amazing journey that has seen its ups and downs, and has resulted in one of the most successful science centres in the country—poised for even greater things—with a strong board of business, government and community leaders, effective leadership and management and continued success despite a boom and bust economy. It's an inspiring journey that has included astronauts, scientists, explorers, environmental leaders, dozens of the best large-screen films in IMAX, a plethora of planetarium shows taking visitors on explorations through space, a range of engaging special speakers, numerous events, exciting, record-breaking blockbuster exhibitions and more.

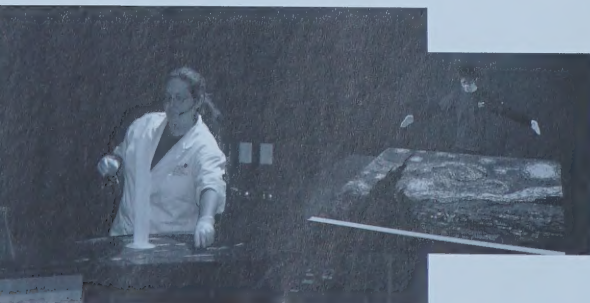
And it wasn't possible without the dedication and inspiration of many staff members and hundreds of volunteers (see page 11 for more on our people), for which we are grateful, as well as numerous individual, corporate and institutional sponsors, donors and partners.

What our legacy and our future are really all about is inspiring individuals with a passion, igniting an enduring fascination for life-long learning with a focus on science, technology, engineering and mathematics. Many who first came to TELUS World of Science as children are now working in medicine, in science, in technology or innovation, or as teachers. Inspiration makes the difference: Who is to say the cure for cancer will not be found by someone who was first challenged to think critically, to learn and to engage in science and creativity during visits to our centre as a child? That's a big piece of what we are all about, and want to do more of. But we're also about engaging and inspiring adults of all ages about science, helping make sense of a world beset by challenging issues that only science and innovation can resolve.

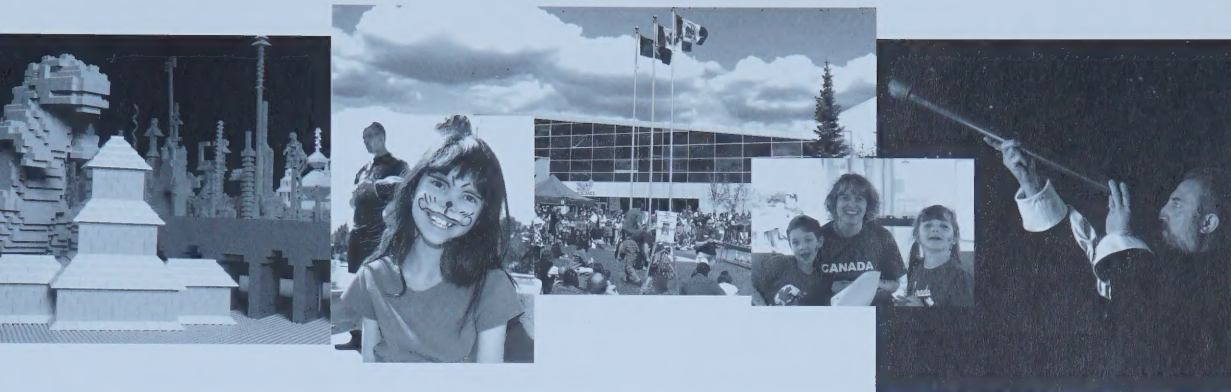
2009 was therefore both a year of celebration of the depth and breadth of all we have offered and meant to our community, and a year of looking ahead, as we continued to work on realizing our Vision 20/20.

It will see us transform to become even more inspiring than ever to all ages, not only children, to make a real difference in more lives, inspire more creativity and innovation, contribute to the regional economy and ultimately be recognized as a world-class science centre that is making a real difference on so many levels and in so many ways.

There were many highlights during our 25<sup>th</sup> year, and celebrating with a record number of visitors and Members who swarmed to our centre on July 1st to mark our birthday was certainly one of the most heart warming. Edmontonians and people from all over the capital region and beyond came to enjoy the many special events and activities that day, at 1984 prices for General Admission, just a small token of our thanks for the ongoing loyalty of so many. Yet there were also many guests that day who had never been to our centre, and those for whom it was a happy return and a warm memory of times spent here as a child. The highlight of the day was the simultaneous launch of 25 rockets by 25 children.







## The launch pad to societal transformation

Albert Einstein once said, “*Imagination is everything. It is the preview of life’s coming attractions.*” Science centres have an obligation to spark imagination, to make connections, to inspire people of all ages. The result is better citizens. More young people who choose careers in science, technology, engineering or math. A more robust economy that no longer relies only on resource extraction. And solutions to the world’s most pressing challenges.

For 25 years we have done our part, provided the information and the inspiration that has sparked thousands of careers in science, teaching, engineering, innovation. And we’ve done that not only with our galleries, interpreters, school programs and our Summer Camps, but with our films and feature exhibitions as well.

Over the past quarter century we have been pleased to present dozens of outstanding IMAX films for our Members and visitors, including such blockbusters as *Coral Reef*, *Mystery of the Nile*, *Fires of Kuwait*, and *Everest*. We have also been able to offer a number of international exhibitions culminating in the extremely popular *Body Worlds* in 2008, which changed lives, set new attendance records for us and showed what we were capable of. Our anniversary year was no different, as we started with one of the most popular special exhibitions we have hosted, *The Art of the Brick*, which actually opened in late 2008. We were also delighted to bring to Edmonton the world-famous *Da Vinci: The Genius* exhibition from Italy, and offer it at no additional charge, another way to thank our community for its patronage. And we paired one genius with another, and ran the critically acclaimed *Van Gogh: Brush with Genius* film in IMAX at the same time.

It was also the Year of Astronomy, and as a science centre with a long history of space education, we were honoured when the Royal Canadian Mint bestowed us with one of the first commemorative coins celebrating this special year. Through both our Observatory,

faithfully staffed by members of the Edmonton Chapter of the Royal Astronomical Society of Canada and other volunteers, as well as a range of shows in the Margaret Zeidler Star Theatre, we continued to educate and inspire visitors about the universe and all that it contains, about our own collective past, present and possible futures. We also continued to engage the community about space sciences, including celestial events such as the fireballs which continue to intrigue, as well as ongoing missions to the International Space Station.

We also bring the best and the brightest to Edmonton to inspire our Members and visitors. Over the years our Brightest Minds program has featured such world-renowned thinkers, explorers and scientists as oceanographer Jean-Michel Cousteau, palaeontologist Dr. Richard Leakey and Egyptian director of antiquities Dr. Zahi Hawass, along with every Canadian, many U.S. and even Russian astronauts and cosmonauts. In 2009, our featured *Brightest Mind* was aircraft and spaceship designer and entrepreneur Burt Rutan. He spoke to a full house of community leaders, citizens and select high school students at a dinner in June, followed by an engaging address to 2,000 school children the next day. Early in 2010, we were preparing for another visit by Canadian Space Agency astronaut Julie Payette, fresh from her most recent trip to the International Space Station last year.

## Partnerships critical to our success

Partnerships of many kinds have always been crucial to our success. We have had a long and positive relationship with the City of Edmonton and our civic leaders over the past quarter century. We started with a strictly Edmonton focus but soon realized that as a key cultural institution in the capital city of our province, our vision needed to grow to include our region and ultimately all of Alberta. Although we have always been independently run, Edmonton City Council endorsed our original vision 25 years ago and has come with us every step of the way, now supporting our evolving vision for the future for a truly leading science



centre that will make an even greater difference in the lives of Albertans, and beyond. We could not have become what we are today without that ongoing support from our civic leaders, and without support from provincial and federal governments from time to time. However, to become all we can and must, will require even greater participation at every level.

We have also had ongoing relationships with a number of local leading scientists and post-secondary institutions over the years, including such notables as Dr. David Lynch, Dean of the University of Alberta (U of A) Faculty of Engineering, as well as one of our current Board members Dr. Greg Taylor, U of A Dean of Science, and Dr. Nils Petersen, also of U of A and a principal investigator with the National Institute for Nanotechnology, who is now on our Foundation.

To gain even greater benefit from our long relationship with the U of A, early in 2010 we signed a formal partnership agreement with the university. Together with the U of A, we will serve as a portal for information about ongoing scientific research and technology in order to increase awareness and understanding about vital regions of our planet. We will work together to develop Edmonton as an internationally renowned centre for research, training, public education and knowledge management.

Over the years, we have also been blessed with terrific employees, many of whom stay with us for decades. We are grateful for the tremendous support we continue to receive from our inspiring people, from our literally hundreds of faithful volunteers, from our committed and growing Membership base, from our many visitors, from our generous sponsors, partners and donors—most especially from our signature sponsor, TELUS, without whose help we would not be able to achieve as much as we have—and from The City of Edmonton. We will continue to *Inspire Voyages of Lifelong Discovery* for all ages, to engage, excite and educate all who visit our

facility. The City's ongoing support of our operations, as well as our ambitious future plans, continues to be critical to us in that regard.

Thanks as well to our Foundation members and our volunteer Board of Directors, who are helping us through this exciting time of growth and transition, and have been there with us and for us over the past decades as we have continued to transform as our vision broadened. Their wisdom, dedication, guidance and willingness to advocate on our behalf has been a huge factor in our success, and why we have been so important to the community over the years. This year we want to especially thank retiring board members Robert Turner and Vi Becker. Their leadership has been inspiring to us all.

Success requires leadership at the executive level as well, and we want to thank all former and current members of our Senior Management Team, without whom neither the last 25 years nor the next 25 would be possible. They truly lead with a sense of ownership, and have put so much of themselves into our ongoing success.

## Vision 20/20 closer to reality

After 25 years of growth and transformation, we are poised for even greater success on our journey toward becoming one of the pre-eminent science centres in the world, a goal now even closer to reality. The next few years will require renewed commitment and effective planning on our part, continued growth in our Membership—which grew by 10 per cent last year—increased private sector support, and greater participation by all levels of government. Much work was completed in 2009 on preliminary plans for our continued transformation.

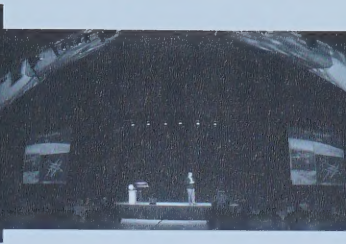
In 2009, we both *celebrated* our storied past, and *anticipated* our inspiring future. We look forward to working with all of our staff, volunteers, friends and partners over the years ahead so we can continue to make an increasing difference in the lives of the people in our region and beyond, whether they are students, parents, grandparents or adults of any age. We have together achieved much over the past 25 years. But as the popular song puts it, "You 'ain't seen nothing yet!"

**Gord Syme**, Chair,  
Edmonton Space & Science Foundation

**George Smith**, President & CEO,  
Edmonton Space & Science Foundation/TELUS World of Science - Edmonton







## Burt Rutan – Brightest Minds

On the evening of June 2 at the Shaw Conference Centre, 600 guests met legendary aviator, aircraft and spaceship designer Burt Rutan – a bold visionary with a passion for technology. The next day he spoke to 2,000 students.

Rutan described the environment needed to promote creativity and allow breakthroughs. He talked about why our best innovators were successful. And he described the *SpaceShipOne* research program, and how it has enabled a new industry—space tourism—and why that is important to all of us.

Considered one of the world's most influential people, Rutan is responsible for more innovations in modern aviation than any living engineer. He designed the legendary *Voyager*, the first aircraft to circle the world nonstop without refueling. His *SpaceShipOne*, the world's first privately funded spacecraft, won the \$10 million Ansari X Prize, created to spur the development of affordable space tourism. And in a joint venture with Virgin's Richard Branson, Rutan, as CEO of Scaled Composites, formed "The Spaceship Company" to manufacture and

market spaceships for the new commercial space-flight industry.

Rutan believes that the best ideas come from the collaborative efforts of small, closely-knit project teams and an environment not limited by adversity to risk. He inspires audiences with his vision on creativity, innovation and managers' tasks to motivate a creative team. He has been profiled by *60 Minutes* and featured on the covers of both *LIFE* and *TIME*. The list of his awards is long.

## Leadership makes the difference

After seven years at the helm as chair of the Edmonton Space & Science Foundation (ESSF) Board of Governors, J.D. Hole is stepping aside to let others lead—but he's not out of the picture by a long shot. He is still on the ESSF Board and now leads the Partnership Committee which will guide the deepening relationship between the University of Alberta and TELUS World of Science – Edmonton, which was formalized early in 2010 with the signing of a partnership agreement.

"We have taken great strides in putting together a vision for the centre for the next decade," J.D. says about his time as ESSF chair. "I am optimistic we will get the support from the City and members of the community to help realize our transformation plans. It's important for the future of our children—for all of us, that TELUS World of Science – Edmonton becomes all it can be."

As past President and CEO of Lockerbie & Hole (1993 - 2005), J.D. played an integral part in the company's growth and prosperity. He graduated with a Bachelor of Engineering

Science from the University of Western Ontario in 1967 and joined Lockerbie & Hole as a Project Manager in 1969. During his career with the company, J.D. worked in various positions and helped lead the company into new territories and markets across the country.

Along the way, J.D. continued the family tradition of community service, philanthropy and leadership, not only with ESSF but many other community organizations:

- Board Member and Past Chair, STARS (1992-2005)
- Member, Vice Chair Board of Governors, University of Alberta (2003-2009)
- Chair, World Cup Triathlon (1998-2007)
- Board Member, Past Chair, Edmonton Economic Development Corporation (2001-2007)
- Board Member, Canadian Chamber of Commerce (2000-2006)
- Member, Board of Governors, Brentwood College, Vancouver Island (1999-2007)
- Board Member, Partners of the Saskatchewan River Basin (1997-2004)



**J.D. Hole**

He also sits on the Board of Directors of Aecon and on the Board of Trustees of Wajax Income Fund.

Joining the ESSF Board in 1993 was a natural for him, for a number of reasons: "It was a good fit with my engineering background." He has since been part of the drive to "push the emphasis from school children only to becoming a science centre for all of us, no matter what our age. That really came together with Body Worlds in 2008—and we are going to continue broadening our focus and our audience. It's an exciting time."





# *Igniting Curiosity For a Lifetime of Discovery*

Inspiring voyages of lifelong discovery. It's what TELUS World of Science – Edmonton has been about since 1984—and it's the driving motivator for its transforming future.

How many young people have we inspired and will we inspire to wrestle with the challenges of tomorrow? To find the cure for diseases? To create solutions for water supply, or climate change, or hunger?

What other citizens have been inspired and informed enough to demand better solutions from policymakers? How will we maintain leadership in an increasingly complex, competitive and science-based world?

Who will ensure a viable future for our grandchildren?

## THE 25-YEAR EVOLUTION OF A WORLD-CLASS SCIENCE CENTRE

**JULY 1978** THE JOURNEY BEGINS...  
A group of Edmontonians incorporated the Edmonton Space Sciences Foundation as a private non-profit organization and began the task of promoting a new planetarium and science centre for Edmonton.

**JANUARY 1979** DEFINING OUR CHARACTER  
Renowned for its striking and innovative buildings, Douglas J. Cardinal Architects Ltd. was appointed to design the new science centre and bring it to life.

**SEPTEMBER 1980** TIME TO CELEBRATE  
The City of Edmonton selected the Edmonton Space Sciences Centre as the City's flagship project commemorating the Province of Alberta's 75th Anniversary.

**MARCH 1982** BREAKING NEW GROUND  
Construction begins in Coronation Park, within sight of the original Queen Elizabeth Planetarium (Canada's first planetarium, originally opened in September 1960), which the new Centre would soon replace.



## A vision for a new kind of science centre

It's hard to believe that a facility conceived around a kitchen table decades ago by fewer than a dozen people, has been able to showcase world-leading innovations and inspire so many visitors, young and old.

TELUS World of Science – Edmonton was the brainchild of John Hault, then director of the Queen Elizabeth Planetarium, who put together a group of people with a wide variety of talents. Now, more than a quarter of a century later, the facility that led with the first IMAX Theatre in Western Canada is a leading Canadian science and technology centre, on its way to becoming one of the top science centres in the world.

That the science centre led the way in its field – and will continue to do so – is not surprising considering our predecessor was the Queen Elizabeth Planetarium, which opened in the 1960s and was the most advanced planetarium of its time and the first available to the Canadian public.

One of our driving aims is to have young people consider technology and science for their own future. Diversifying Alberta's resource based economy is going to mean creating a knowledge-based workforce. And with Alberta providing a small market and Canada being a small country, attracting international minds will be a challenge. That's where the science centre comes in.

## TELUS World of Science: The future starts here

"Edmonton is far-reaching in its vision both in arts and culture and in the areas of science and education. The ambitions of the science centre are matching the

overall vision of the community as far as leadership in those areas," says Ian McLennan. He was one of the people who sat around Hault's kitchen table when discussions began about what was to become TELUS World of Science - Edmonton. He was also the founding director for the Queen Elizabeth Planetarium in the 1960s.

Doug Hube is another person who occupied a chair in Hault's kitchen. An astronomer, he was one of the founding members on the Edmonton Space Sciences Foundation created in 1978, a year before it was formally incorporated as a nonprofit organization and a 75th anniversary project of the Province of Alberta. It wasn't until Douglas Cardinal was hired as architect and an actual model began to take shape that the kitchen table group came to realize the magnitude of the project.

"We knew it was going to be big, we knew it was going to be expensive—and then we knew we were really going to be world class," says Hube.

"World class" is what future transformation will continue to bring to the science centre", says McLennan, who has consulted on science centres and planetariums around the world.

"In Edmonton we're attempting to set up a new model," McLennan points out, noting that over the years, science centres have "become cookie cutters of each other. This vision is about creating a new kind of science centre," says McLennan.

Hube admits that sitting around that kitchen table in the late 1970s, it never occurred to him that the centre would grow to this point. Though he's no longer involved in the same way he once was, he is just as excited: "I'm very proud to have been associated with it right from the beginning. I think there's a market for it, a need for it. I think it's a great thing to do."

### **JULY 1, 1984** WELCOME ONE AND ALL!

The doors open on a new universe of space science education and entertainment, the result of the shared efforts of many talented people. The Edmonton Space Sciences Centre immediately became one of Northern Alberta's premiere attractions that offered visitors from around the world an incredible space and science centre experience like no other.

### **1990** REACHING OUT TO ALBERTA'S CHILDREN

We introduced a new Outreach Program. Qualified instructors from the Edmonton Space & Science Centre visit schools in rural Alberta communities to deliver exciting learning opportunities about science and technology that students otherwise would not have.

### **JULY 1990** THE SAME, BUT DIFFERENT

In order to reflect an expanding mission to explore a wider range of scientific discoveries, the Foundation changed the name of the facility to the Edmonton Space & Science Centre. The Foundation also changed its own name to the Edmonton Space & Science Foundation.

### **NOVEMBER 1991** A SCIENCE CENTRE FIRST

To the delight of visitors, members and donors, the Centre opened the first international Challenger Learning Centre that remained open until 2000.

### **1992** OUR NEWEST ADDITION

A major addition in 1992/1993 adds approximately 15,000 square feet on two floors to the north side of the building. A new lobby, gift shop, IMAX Theatre entry and café occupy the lower level, and a large gallery for travelling exhibits located on the second level. New visitor services facilities, as well as a refit of the rotunda, completed this major addition in November 1993.



## Vision 20/20 sets the course

Vision 20/20 for TELUS World of Science – Edmonton lays out the next stage in the centre's continued evolution. The goal is to inspire people of all ages like never before, so that we can inspire more young people to study science, math, engineering or technology.

So that we can inform and empower citizens about the increasing role of science in their lives, and how to encourage policy makers to make better, science-based decisions to solve problems. So that we can help diversify Alberta and Canada's economies, so reliant on science, technology and innovation.

What is particularly exciting is the new stage of our partnership with the University of Alberta. One of the challenges the university faces is how to interpret and communicate its research to the general public. We are already in the business of interpreting science and technology to a broader audience, making the partnership of great value to everyone involved.

Students have always been important to us. In the past decade, student participation in programs has consistently been up to about 150,000 annually—although it reached an all-time high of 192,000 in 2008, thanks to the *Body Worlds* exhibition. And a science centre like ours, which complements the science curriculum at schools, is a big reason why Alberta students are in the top three ranking on a world scale in the areas of science and math. We will continue to play an integral role in developing the future generation.

Ultimately, it could be one of our children, one of our grandchildren, who will develop the cure for cancer. And their career may start here as we inspire young people to pursue the avenue of science and technology.

---

Just a few of the many highlights in our rich 25-year history (clockwise from top left): then-Prime Minister Jean Chrétien is inspired by science; *Body Worlds* smashes all previous attendance records; *Brightest Mind* Dr. Richard Leakey enthralled a packed house; the old Zeiss projector, since replaced by digital technology in the Margaret Zeidler Star Theatre; the original Queen Elizabeth Planetarium, opened in 1960; and TELUS World of Science - Edmonton before the 2001 expansion.



### FEBRUARY 1994 LITTLE ONES GET A PLACE OF THEIR OWN

Discoveryland, a place for young explorers, officially opens. Now guests aged 2-8 have a world of discovery designed just for them.

### JULY 1994 A DECADE OF DISCOVERY

We celebrated our 10th anniversary of bringing a special space and science centre experience to our visitors from around the globe.

### JULY 1995 HAMMING IT UP

Official opening of the amateur Radio Station VE6SSC — at the time, one of North America's most advanced Ham radio stations!

### AUGUST 1995 GETTING KEYED UP OVER NEW COMPUTER LAB!

Official opening of the Dow Computer Lab – the perfect technological complement to our space and science experience. Visitors can participate in computer labs, computer camps or simply get a hand with their homework.

### 1998 OVER HALF A MILLION SERVED

The Centre welcomes over 522,000 visitors for the first time ever.

### 2000 PRIME MINISTER GETS A LOOK AT HANDS-ON LEARNING

Prime Minister Chrétien visits the Science Centre.

### 2000/2001 VISION BEYOND 2000 – BUILDING OUR FUTURE

To build a world-class science centre that will continue to stimulate, inform and entertain future generations of Albertans.





It's been a great learning experience and a wonderful journey.

"I have always had a passion for science. I mainly took science courses at the 11th & 12th and I taught Junior and Senior High School science and biology for 21 years. I feel that my volunteer work at WISL keeps me updated in the field of science and I am able to share my enthusiasm with others."



"After 25 years it has been more than I ever expected, being able to work and grow with a facility that contributes so much to the community."

"Being a gallery guide and interpreter for the past three years has been a fun experience."

"From geology, physics and process engineering to Body Worlds, the stars and beyond - the science vernisse endures."

"My joy is in welcoming everyone with a big smile and seeing the excitement on the face of the young children who are always eager to share their experiences."



"A little girl once asked me if I was teenage or a mom—I had to think for a little of both."

10. **VANCE AVERY** (Interpretive staff, with his friend The Professor)



The Centre goes through an expansion and renovation as part of our Vision Beyond 2000 project. On July 1, 2001, the Edmonton Space & Science Centre opened its doors to the public, reborn and renamed as Odysseum™.

In 2004 it was a time for reflection, celebration and looking forward to the future. Our celebration included hosting the Canadian Association of Science Centres (CASC) annual conference, as well as launching our first-ever IMAX film festival. Our crown jewel event, entitled an "Evening of Discovery," welcomed many guests including the Honourable Lt. Governor Lois Hole.

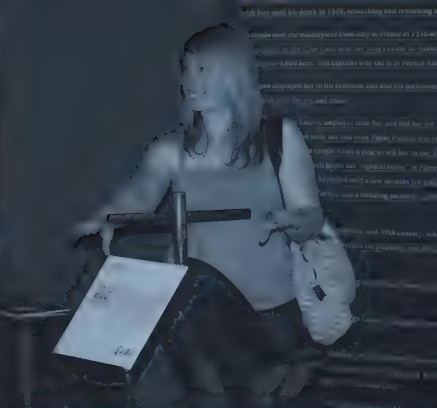
Odysseum is renamed TELUS World of Science - Edmonton and continues to be a shining star in Edmonton's entertainment and educational landscape

We were given the distinct honour and privilege to showcase our programs to Her Majesty, Queen Elizabeth II during a walkabout at Churchill Square.

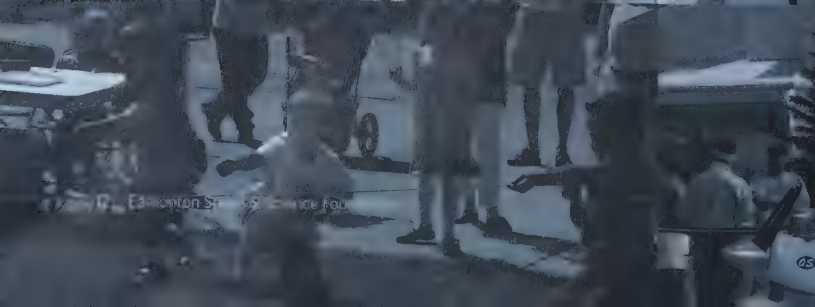
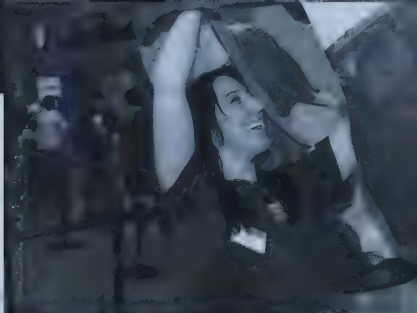
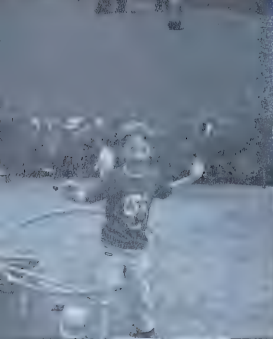
TELUS World of Science - Edmonton hosted Gunther von Hagen's *BODY WORLDS 1: The Original Exhibition of Real Human Bodies* and drew a record attendance of almost 270,000 visitors for the four months.

We celebrate our 25 years of discovery and anticipate the exciting future that lies ahead of us.





On July 1, 2009 TELUS World of Science - Edmonton marked its Silver Anniversary milestone with a well-attended party that included rockets, radio-controlled airplanes, exhibits and several huge birthday cakes. Smiles and discoveries were the order of the day on this very special occasion.







## Nate Ragosin Memorial Award

### Kris Mewar

The science centre is blessed with hundreds of excellent volunteers, and Kris Mewar is one of the best. She has been volunteering at TELUS World of Science - Edmonton since 2001 and has over 1,600 hours of service. She works primarily in an educational role as a Volunteer Guide and Interpreter in the Health Gallery. Kris has decades of nursing experience and a genuine interest to share her health knowledge with others, especially during the *Body Worlds* exhibition in 2008. She also works as a Special Events Assistant to promote programs and services, both on-site and off. Kris was recognized this past year for a number of reasons, including her commitment to service excellence and her role as a mentor, leader and motivator. She always takes time to train and assist new volunteer staff, and is always supportive and encouraging, professional and approachable. Her co-workers respect her judgment and value her feedback and recommendations.

Pictured here are, left to right, **Colin Lin** (past recipient 2008), President & CEO **George Smith**, **Mildred Ragosin** (presenter) and **Kris Mewar** (2009 recipient).





We could not achieve any of our amazing success without the help of corporate and community supporters.

Their generous support made our array of IMAX films, exhibitions and special event offerings possible for all our visitors, including the tens of thousands of school children who come through our doors every year to be engaged, entertained and educated.





## Imax Sponsors

- Wild Ocean**  
Horse Racing Alberta & Edmonton Northlands
- Van Gogh: Brush with Genius**  
CoHos Evamy
- India: Kingdom of the Tiger**  
Horse Racing Alberta & Edmonton Northlands  
New Asian Village  
AMA Travel
- The Light Before Christmas**  
APEGGA

## Exhibit Sponsors

- The Art of the Brick**  
Presenting Sponsor: Synergy Projects Ltd  
Supporting Sponsor: Alberta Research Council;  
APEGGA; AECOM
- DaVinci: The Genius**  
Presenting Sponsor: B & B Demolition Ltd.  
Supporting Sponsors: Alberta Research Council;  
Melcor Developments; Alberta Lottery Fund  
Contributing Sponsor: APEGGA

## Special Event Sponsors

- Brightest Minds – Burt Rutan**  
Presenting Sponsor: Alberta Aviation  
Supporting Sponsor: AMA Travel  
Contributing Sponsor: Alberta Education

## School Programs

- Sponsors:** Pyramid Electric Corporation; SM Blair  
Family Foundation; Shell Canada; EPCOR

## Science in Motion (SIM)

- Started in 1996**  
Presenting Sponsor: Suncor Energy Foundation  
Supporting Sponsors: Alberta Lottery Fund; CIBC  
Contributing Sponsors: AECOM; NSERC; APEGGA

## Inner City School Programming

- Presenting Sponsor:** Edmonton (Host) Lions Club
- For the 8th year running the Edmonton (Host) Lions Club agreed to sponsor the Inner City School program which allowed students at 11 Edmonton schools to attend a day of programming at no cost to them. Approximately 2,200 students benefited from this program and nearly 19,000 since the program first began.
- Bussing is also provided.

## Inner City Summer Camp Program

- Sponsor:** Rotary Club of Edmonton

## Community Spirit Fund

- The Alberta Government provided non-profit organizations matching funds up to \$25,000. Funds were matching donated revenue to the organization.

## Additional Fund Raising

- In 2009 we held a Casino which generated additional funds to support our ongoing program development and delivery needs.
- Our very popular *Be A Star* program continues to be a unique method for individuals and organizations to make a contribution to the ESSF while providing an “out of this world” gift to someone they care about.
- TELUS – In addition to funds received for the naming rights to our facility, TELUS provides an annual contribution that is used to support our program development and delivery.





## Annual Donors & Sponsors

The Edmonton Space & Science Foundation gratefully acknowledges the support of the following individuals, foundations, corporations and public and private agencies that share our vision by supporting the Foundation and its programs.

### \$100,000+

Alberta Lottery Fund  
Community Facility Enhancement Program  
City of Edmonton  
Edmonton Journal  
Suncor Energy Foundation  
TELUS

### \$50,000-\$99,999

Edmonton Airports  
TELUS Community Foundation

### \$25,000-\$49,000

Alberta Culture and Community Spirit  
Alberta Lottery Fund  
Community Initiatives Program  
The Association of Professional Engineers, Geologists and Geophysicists of Alberta  
B & B Demolition Ltd.  
CIBC  
Edmonton (Host) Lions Club  
Horse Racing Alberta  
Synergy Projects Ltd.

### \$10,000-\$24,999

AECOM  
Alberta Ingenuity Fund  
Alberta Research Council  
Aviation Alberta  
Coca-Cola Bottling Company  
Crystal Glass Canada Ltd.  
J. D. Hole  
Melcor Developments Ltd.  
Natural Sciences and Engineering Research Council (NSERC)  
Pat Whittaker  
Results Now

### \$5,000-\$9,999

Alberta Education  
AMA Travel Services  
BP Canada Energy Company  
Cohos Evamy Integratedesign  
Corus Entertainment  
Edmonton Northlands  
Global Edmonton  
Saeed, Sandra & Rozina Hojjati  
Pattison Outdoor  
Bruce A. Saville

### \$1,000-\$4,999

Steve & Tina Baker and Family  
CanadaHelps  
Kerry C. Day  
Ducks Unlimited Canada  
In Memory of Florian Borstmayer  
Don & Lorna Kramer  
Lisa Miller & Farrel Shadlyn  
National Bank of Canada  
Purdy's Chocolates  
Rotary Club of Edmonton  
Shell Canada  
George & Anne Smith and Family  
Rocky & Kathy Springer and Family  
John & Avery Stobbe  
Syme Family

### \$500-\$999

Diana de Sousa & Neil Burkard  
City of Leduc  
Louis & Marcelle Desrochers  
Doug & Wendy Elkow  
Fine Gold Recovery Systems  
Avril O'Sullivan



## \$50-\$499

Barbara Abday  
Dr. & Mrs. Lynn Adams  
AFP Edmonton & Area Chapter  
Kelsey Armstrong  
Kelsi Badham  
The Banff Centre  
Douglas Bell  
Bird Construction Company  
Gladys Borstmayer  
Darren Chivers  
Marta Collier  
Robert Cullerton  
Karin & Ron Dowling  
Ardith & Davis Edwards  
EPCOR Helping Hands Program  
Frank Florian  
Tracy Jacob  
Steven Jim  
Dr. Kevin Keough  
Linda King  
Franklin Kobie  
Milan Krepelka  
Andrea Kuhlmann  
Abdul Lawal  
Oryssia Lennie  
Albertina Luchko  
Dr. Joseph Mack  
Darcy MacNaughton  
McBain Camera Ltd.  
Alan McQuarrie  
Laura Milroy  
MMM Group Limited  
Marlene Myhre  
Joyce A. Neary  
Dan & Donald Pelton  
Morley & Doris Pinkoski  
Anne Marie Schrock  
Don & Sandra Sprague  
Joseph D. Thompson  
Tony Varga  
Lorraine Wilgosh  
Jeanette Wozny  
Gerry Yuen

## Be a Star Program Donors

A unique fund-raising program where the public is invited to designate stars valued from \$50 to \$15,000 to support the programs and operations of TELUS World of Science.

**Stars Designated = 505**  
**Total Donations = \$62,410**

## Vega Scholarship

**Fund Value = \$74,774**

The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend a summer science camp or computer camp. In 2009, 25 children received VEGA Scholarships to attend camps at TELUS World of Science.

## Field fund for science education

**Fund Value = \$33,741**

Established in 1995 through the generous support of Gig Field, this endowment fund is designed to support the long-range future of the Foundation. The Foundation encourages additional contributions to this fund.

## Les Young Fund For Science Education

**Fund Value = \$25,989**

In honour of Les Young's dedication and leadership of Edmonton's space and science centre, in 1999 the Edmonton Space & Science Foundation Board established the Les Young Fund for Science Education as a permanent legacy in his name. Interest earned on this Fund will provide for the development and presentation of unique and innovative programs to inspire, motivate and challenge students to advance their knowledge and understanding of science and technology.

Every effort has been made to ensure this listing of donors is accurate. Please accept our apologies if your name has been inadvertently omitted or listed incorrectly. Please notify the Edmonton Space & Science Foundation so that we may correct our records.





# Board of Directors 2009

## Chair

**Gord Syme\***

Director, Business Development,  
Private Company Services,  
*PriceWaterhouseCoopers LLP*

## Vice Chair

**Reg Milley**

President & CEO  
*Edmonton Airports*

## Past Chair

**J. D. Hole**

Chairman  
*Lockerbie & Hole Contracting  
Limited*

## Treasurer

**Dennis Blumenthal**

Partner, Tax  
*PricewaterhouseCoopers LLP*

## Secretary

**Kerry Day**

Associate  
*Bennett Jones LLP*

## Director

**Vi Becker**

VP, Marketing Resources &  
Communications  
*Stantec Consulting Ltd.*

## Director

**Tim Boston\***

Vice President Government  
Relations & Public Policy  
Communications  
*Capital Power Corp.*

## Director

**Nick Culo**

Vice President,  
Public & Community Affairs  
*TELUS*

## Director

**Debbie Manz**

Executive Director & CEO  
*Alberta College & Association  
of Chiropractors*

## Director

**John McDougall**

President & CEO  
*McDougall & Secord Limited*

## Director

**Eric Newell**

Chancellor Emeritus and  
Special Advisor to the Provost  
*University of Alberta*

## Director

**Myka Osinchuk**

Executive Director  
*iRSM Institute for Reconstructive  
Sciences in Medicine*

## Director

**Bruce Saville**

President,  
*Saville Group*

## Director

**Dr. Gregory Taylor\***

Dean of Science  
*University of Alberta*

## Director

**Robert J. Turner, Q.C.**

Vice-Chairman, Partner  
*Fraser Milner Casgrain LLP*

\*City Appointee

# TELUS World of Science Executive Management Team 2009

**George Smith**

President & CEO

**Howard Pateman**

Vice President,  
Operations

**Kathy Springer**

Vice President,  
Finance

**Steve Baker**

Director,  
Fund Development

**Karin Dowling**

Director,  
Human Resources

**Dan VanKeeken**

Director,  
Marketing & Communications



# Foundation Members

Dr. Mohamed Ally  
Kevin Anderson  
Jane Batty  
Dr. Owen B. Beattie  
Vi Becker  
Dennis Blumenthal  
Tim Boston  
Jerry Bouma  
Rick Brommeland  
Denise Carpenter  
Joan Carr  
Joan Cowling  
Nick Culo  
Kerry Day  
Anne Marie Decore  
Karyn Decore  
Alan Dunn  
Brad Ferguson  
Frank Gibson  
Gord Gilroy  
Luther Haave  
Ron Hayter  
Ben Hochhausen  
J. D. Hole  
Dr. Douglas Hube  
Barry James  
Donald Kramer  
Anna LaBrie

Oryssia Lennie  
Dr. Michael Leung  
Dr. David Lewin  
Franklin Loehde  
Dr. David Lynch  
Pat Macdonald  
Debbie Manz  
Jill Matthew  
Rod Mc Connell  
Jack McBain  
Bruce McCurdy  
John McDougall  
Lisa Miller  
Reg Milley  
David Nevett  
Eric Newell  
Myka Osinchuk  
Allan Otterdahl  
Dr. Nils Petersen  
Ken Pilip P. Eng.  
Dr. Bill Preshing  
Stephen Rawlinson  
Dr. Will Reese  
Dr. Dale Ripley  
Sol Rolingher, Q.C.  
Rose Rosenberger  
David Salloum  
Bill Saul

Bruce Saville  
Edgar Schmidt  
Tim Schultz  
Genevieve Segger  
Gisele Simard  
Lily Simpson  
Sandy Slator  
Bill Stephens  
John Stobbe  
Gord Syme  
Dr. Gregory Taylor  
Merle Taylor  
Robert J. Turner, Q.C.  
Dr. Larry Wang FRSC  
Bart West P.Eng.  
Dr. Robert Westbury  
Neil Windsor P.Eng.

*The Edmonton Space  
& Science Foundation  
deeply mourns the loss  
of long-time Foundation  
Members Vicky Davis  
and Bernie Galbraith in  
2009. We are sincerely  
grateful for their many  
years of dedicated service.*

## Council of Governors

Sol Rolingher, Chair  
Luther Haave  
J.D. Hole  
Douglas Hube  
David Lewin  
Franklin Loehde  
Sandy Slator  
Merle Taylor  
Ex-Officio, Gord Syme

## Governance Committee

Robert Turner, Chair  
J.D. Hole  
Bruce Saville

## Fund Development Committee

Tim Boston, Chair  
Kerry Day  
John McDougall

## Finance & Audit Committee

Barry James, Chair  
Dennis Blumenthal  
Gord Syme  
Genevieve Segger  
Merle Taylor

# Auditors' Report

Kingston Ross Pasnak  
2500 Bell Tower  
10104 – 103 Avenue  
Edmonton, Alberta  
T5J 0S8

## Auditors' Report on Summarized Financial Statements

February 26, 2010  
Edmonton, Alberta

To the Board of Directors of Edmonton Space & Science Foundation:

The accompanying summarized statement of financial position and results from operations are derived from the complete financial statements of the Edmonton Space & Science Foundation as at December 31, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated February 26, 2010. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position and results of operations reference should be made to the related complete financial statements.

**Kingston Ross Pasnak LLP**  
Chartered Accountants

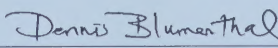


# Summarized Financial Statements

FOR THE YEAR ENDED DECEMBER 31, 2009  
 (\$ - 000's)

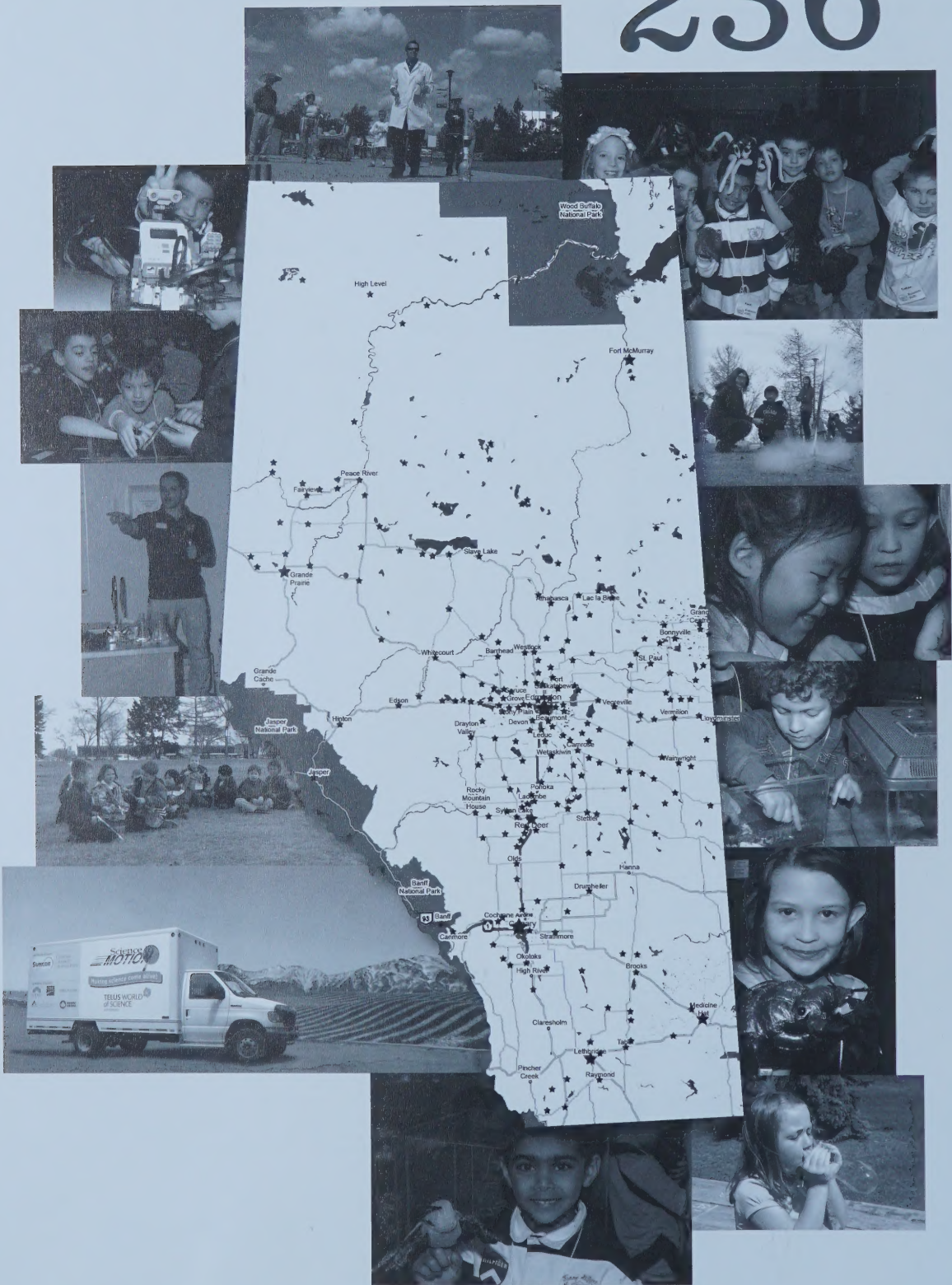
RESULTS FROM OPERATIONS 2009		2009	2008
Revenues:	Admissions	\$ 3,586	\$ 5,550
	Operating grants	2,659	1,907
	Sponsorships and donations	1,316	1,286
	Retail operations	1,197	1,642
	Amortization of deferred capital contributions	565	590
	Rentals, lease and other	127	240
Total Revenues		9,450	11,215
Expenditures:	Salaries and benefits	3,504	3,953
	Operations	2,270	1,835
	Retail operations	810	980
	Amortization	732	742
	Advertising and promotion	637	884
	Royalties and film leases	383	414
	Utilities	285	328
	Interest on long-term debt	64	75
	Loss on disposal of interest	-	1
Total Expenditures		8,685	9,212
Excess of revenues over expenditures		\$ 765	\$ 2,003
FINANCIAL POSITION			
Assets:	Current assets	\$ 4,480	\$ 3,033
	Property and equipment	5,869	6,525
	Investments	101	137
		\$ 10,450	\$ 9,695
Liabilities:	Accounts payable and accrued liabilities	\$ 501	\$ 611
	Deferred admissions, contributions	1,503	560
	Current portion of long-term debt	289	278
		2,293	1,449
	Long-term debt	1,108	1,397
	Deferred capital contributions	2,158	2,723
		3,266	5,569
Net Assets:	Investment in property and equipment	2,314	2,127
	Internally restricted	2,577	2,008
	Unrestricted	-	(9)
		4,891	4,126
		\$ 10,450	\$ 9,695

  
 \_\_\_\_\_  
 Director

  
 \_\_\_\_\_  
 Director

Communities Served

236







11211 142 Street  
Edmonton, AB T5A 4M1

780-452-9100  
[www.telusworldofscience.com/edmonton](http://www.telusworldofscience.com/edmonton)